DOCUMENT RESUME

ED 278 453 JC 870 087

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TITLE Anne Arundel Community College Image and Community Educational Needs Study.
INSTITUTION Anne Arundel Community Coll., Arnold, Md.
PUB DATE Jan 87
NOTE 35p.; Conducted under the aegis of the Center for the Study of Local Issues (CSLI).
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Community Attitudes; Community Colleges; Community Surveys; *Educational Attitudes; *Educational Needs; *Institutional Advancement; Institutional Evaluation; Public Relations; Questionnaires; Student Attitudes; Two Year Colleges

ABSTRACT

A telephone survey of 286 Anne Arundel County residents was conducted to determine community perceptions of Anne Arundel Community College (AACC), as well as the respondents' plans for education and training in the near future. Study findings included the following: (1) the respondents rated the reputation of AACC higher than most state universities, community colleges, and proprietary schools in the area, with only one school (one of the state universities) receiving a higher rating; (2) AACC was the school most likely to have been recognized by respondents, followed by the state universities; (3) when 15 factors often considered when deciding to attend a college were rated with regard to perceived level of importance, the five factors with the highest rankings were "well-qualified professors," "highest academic standards," "opportunities to enhance job," "offers classes at a variety of times," and "has an image of academic excellence"; (4) when asked to evaluate AACC for the same 15 factors, respondents rated the college most highly in the areas of "classes offered at a variety of times," "convenient to reach from my home," "well-qualified professors," "has good general reputation," and "opportunities to enhance job"; and (5) respondents with no personal experience of AACC rated the college higher on 9 of the 15 items. The survey instrument is included. (EJV)

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ANNE ARUNDEL COMMUNITY COLLEGE IMAGE AND COMMUNITY EDUCATIONAL NEEDS

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January 1987

JC 870 087

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5.1

ANNE ARUNDEL COMMUNITY COLLEGE

IMAGE AND COMMUNITY
EDUCATIONAL NEEDS STUDY

Summary

A telephone survey of 286 Anne Arundel County residents was conducted in an initial attempt to gauge community perceptions and images about the college. The respondents were also questioned about their plans for education and training in the near future.

Overall, the study resoundingly provides verification that Anne Arundel Community College possesses a healthy reputation within its home county.

The sample of respondents rated the reputation of Anne Arundel Community College quite high in comparison with state four-year institutions, two other community colleges, and two proprietary schools. There were differences in the College's ranking by certain demographic groups, but the college always remained in the top five--a consistently strong placement. Correspondingly, Anne Arundel was the most recognized of all of the schools listed.

Respondents' rating of the College on 15 selection or decision factors evinced the perception that Anne Arundel successfully met their pragmatic needs (flexible course times, job enhancement) while also carrying a strong reputation as a creditable, quality academic institution. Further, the demographic subgroup distinctions made could be interpreted as indicating that the College successfully fulfills the expectations of those county residents who are socio-economically disadvantaged, i.e., blacks, females, etc.

In addition, a majority of individuals who suggested they needed education or training in the next year (59%) selected Anne Arundel Community College as the institution in which they expected to enroll. Finally, the survey asked about how students get information about the college. The top five sources of information included mailed class schedules, teachers or guidance counselors, family, word of mouth and brochures/pamphlets.

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Research Design and Sample

The Anne Arundel Community College Image and Educational Needs Study was conducted under the aegis of the Center for the Study of Local Issues (CSLI). It was an initial attempt to gauge the perceptions and images that Anne Arundel County residents had of the college and also of their current educational/training needs. CSLI was an apt sponsor, due to its history and articulated mission of researching those topics or issues pertinent to the residents of the college's surrounding community.

The methodology chosen for this study was telephone surveying, based on a systematic random sampling procedure from a commercially produced list of all listed Anne Arundel County telephone numbers. Calls were made to active county telephone exchanges and the questionnaires/interviews (see Appendix A for copy) were carried out by CSLI interviewers and staff members between August 4 and August 18, 1986.

Sample Description and Caveats

The margin of error in using this sort of sampling procedure is plus or minus six percentage points for all findings. In other words, in 95 out of 100 samples drawn, the actual result will fall within a range of +6% or -6% of the sampled findings. It should be noted that for sub-group comparisons (i.e. between categories of sex, age, race, income, etc.), the margin of error for results may have been greater.

The sample, while initially reported with a total sample size of 305 Anne Arundel County residents, has been pared down to 286, due to inconsistencies in the reporting and/or recording of respondents' zipcodes. There are 19 cases in which the zipcode is either missing or the recorded zipcode is one not currently designated as Anne Arundel County. Hence, the 286 cases represent 286 respondents whose telephone exchange and stated zipcode situate them unambiguously within the County.

Table 5.1.1 lists characteristics of the sample respondents. When juxtaposed with an Anne Arundel County demographic profile (see table 5.1.2) the sample:

- is younger than the AA County population, e.g. the percentage of 60 and older respondents is less than half of the county population percentage for that age group.
- slightly under-represents blacks and slightly over-represents whites.
- slightly over-represents females.
- over-represents people with a college education.

- although possessing the "proper" median category for income (compared to the County figures), still under-represents individuals with low and middle household incomes.

- slightly under-represents individuals with Glen Burnie, Annapolis, Severna Park and Odenton zipcodes; and over-represents Crofton, Pasadena and Arnold zipcodes.

Tables 5.1.3 and 5.1.4 display additional information on the respondents broken into gender and race categories. In table 5.1.3, note that 71% of the males have had some college, and 85% report employment positions classified as professional/managerial or craftsman/foreman. The majority of female respondents are also characterized as having some college and having higher status jobs, but not in as great a percentage as the male respondents.

Table 5.1.4 differentiates respondents by black and white. Although the percentage of blacks with some college is somewhat lower than that of whites, over 50% of the black respondents have attended college. There is a significant difference between black and white respondents in reporting personal experience with the College; over 23% fewer of the blacks have had experience with Anne Arundel.

In summary, a careful analysis of the sample composition implies that the population interviewed represents the higher end of the socioeconomic spectrum of Anne Arundel County residents. This is not atypical of telephone surveys. In addition, a significant percentage of people did not respond to certain questions decreasing the sample size being used to interpret results. These caveats suggest that the findings of this survey like most surveys must be interpreted with caution. They are the perceptions and ratings of 286 individuals at one point in time. A statement from the very first paragraph of this report bears repeating, "It was an initial attempt to gauge.." The study is a good first step, and has certainly met the intended goal of enhancing the data base from which planning objectives will arise for the College.

5.1.1

SAMPLE SOCIAL AND DEMOGRAPHIC CHARACTERISTICS

		Percent	Number
Age			
	18 to 21	12.6	(36)
	22 to 29	16.8	(48)
	30 to 39	30.1	(86)
	40 to 49	22.0	(63)
	50 to 59	10.8	(31)
	60 or more	5.9	(17)
	no response	1.7	(5)
Education			
	Eight years or less of school	1.4	(4)
	Some high school	5.6	(16)
	Completed high school	25.9	(74)
	Some college or a two-year degree	35.7	(102)
	Completed college with a bachelor's degree	17.1	(49)
	Post graduate work	13.3	(38)
	No response	1.0	(3)
Occupation			
	Professional or managerial	56.6	(162)
	Clerical	5.6	(16)
	Craftsman or foreman	15.0	(43)
	Laborer or service worker	9.8	(28)
	Homemaker	2.4	(7)
	Student	.3	(1)
	Unemployed	1.4	(4)
	Retired	5.9	(17)
	Farm worker	.3	(1)
	No response	2.4	(7)
Household Income			
	Less than $10,000	3.8	(11)
	$10,000 to $20,000	10.1	(29)
	$20,000 to $30,000	18.9	(54)
	$30,000 to $40,000	22.4	(64)
	$40,000 to $50,000	19.2	(55)
	$50,000 to $60,000	8.7	(25)
	$60,000 to $70,000	3.1	(9)
	$70,000 or more	4.9	(14)
	No response	8.7	(25)
Race			
	Black	10.1	(29)
	White	88.5	(253)
	Of other racial background	.3	(1)
	No response	1.0	(3)
Sex			
	Male	47.6	(136)
	Female	52.4	(150)

5.1.2

IMAGE SURVEY AND COUNTY DEMOGRAPHICS COMPARISON

Age Breakdown

Relative Percentage of Sample/Population

Intervals	Image	County
18 - 29	29.9%	33.4%
30 - 39	30.6	22.0
40 - 49	22.4	16.8
50 - 59	11.0	12.3
60 +	6.0	15.6

Race

Relative Percentage of Sample/Population

	Image	County
White	89%	85%
Black	10	13

Gender

Relative Percentage of Sample/Population

	Image	County
Female	52%	49%
Male	48	51

Sources:

- CSLI Image Survey: Conducted 8/86; N = 286
  Systematic random sample of telephone #s
  Error margin + 6%

- Interim Edition Summary Statistics: Population, Housing, Income,
  (AA County Office of Planning & Zoning) Employment 3/86

- Maryland Statistical Abstract 1986-87(MSA)

5.1.2 continued

Education

Relative Percentage of Sample/Population

EDUCATION LEVEL	Image	MSA/Years of School Completed: Persons 25 Years & Over
< 8 Yrs	1.4%	14%
Some High School	5.7	15
HS Grad	26.1	37
Some College or 2 YR	36.0	15
Bachelor's or More	30.7	19

Household Income

Relative Percentage of Sample/Population

INCOME LEVELS	Image		MSA	INCOME LEVELS
0-$10,000	4.2%	15.3% ⟷	25.8%	0 - $14,999
10- 20,000	11.1			
20- 30,000	20.7		38.8%	15 - 35,999
30- 40,000	24.5	66.3%		
40- 50,000	21.1	55.9%	17.1%	35 - 49,999
50- 60,000	9.6			
60- 70,000	3.4	18.4%		
$70,000+	5.4		18.4%	$50,000 +

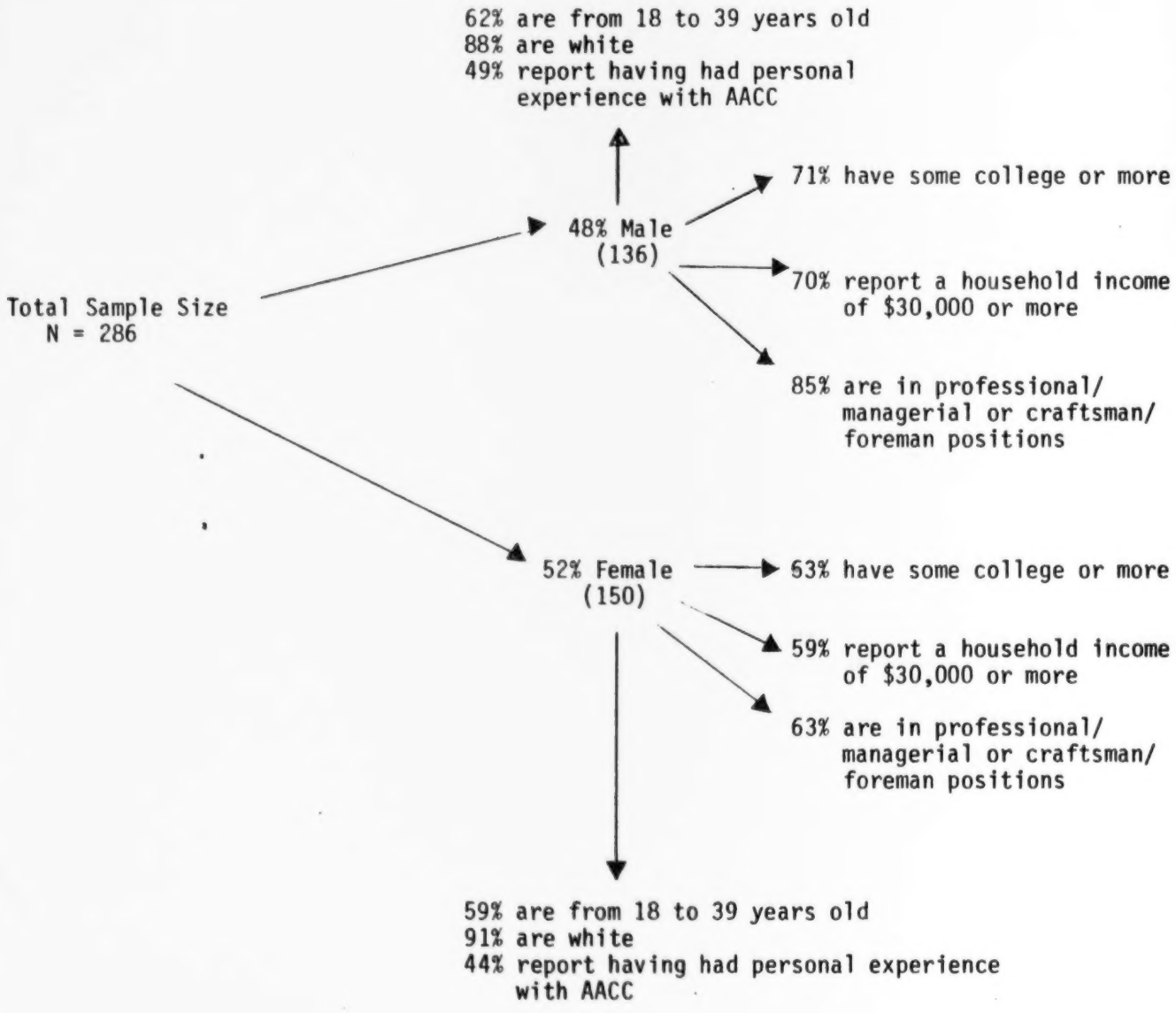
Zipcode

Relative Percentage of Sample/Population

		Image	County
21061	Glen Burnie	15.4%	18.0%
21122	Pasadena	14.7	10.5
21114	Crofton	8.7	3.6
21401	Annapolis	8.4	10.4
21012	Arnold	6.6	4.0
21144	Severn	4.2	3.0
21403	Annapolis Eastport	4.2	5.6
21146	Severna Park	3.8	5.9
21090	Linthicum Heights	3.5	2.6
21225	Brooklyn	3.5	3.6
20755	Ft. Meade	3.1	3.4
21054	Gambrills	3.1	2.0
21037	Edgewater	2.8	3.3
21113	Odenton	2.8	5.0
21108	Millersville	2.4	3.2

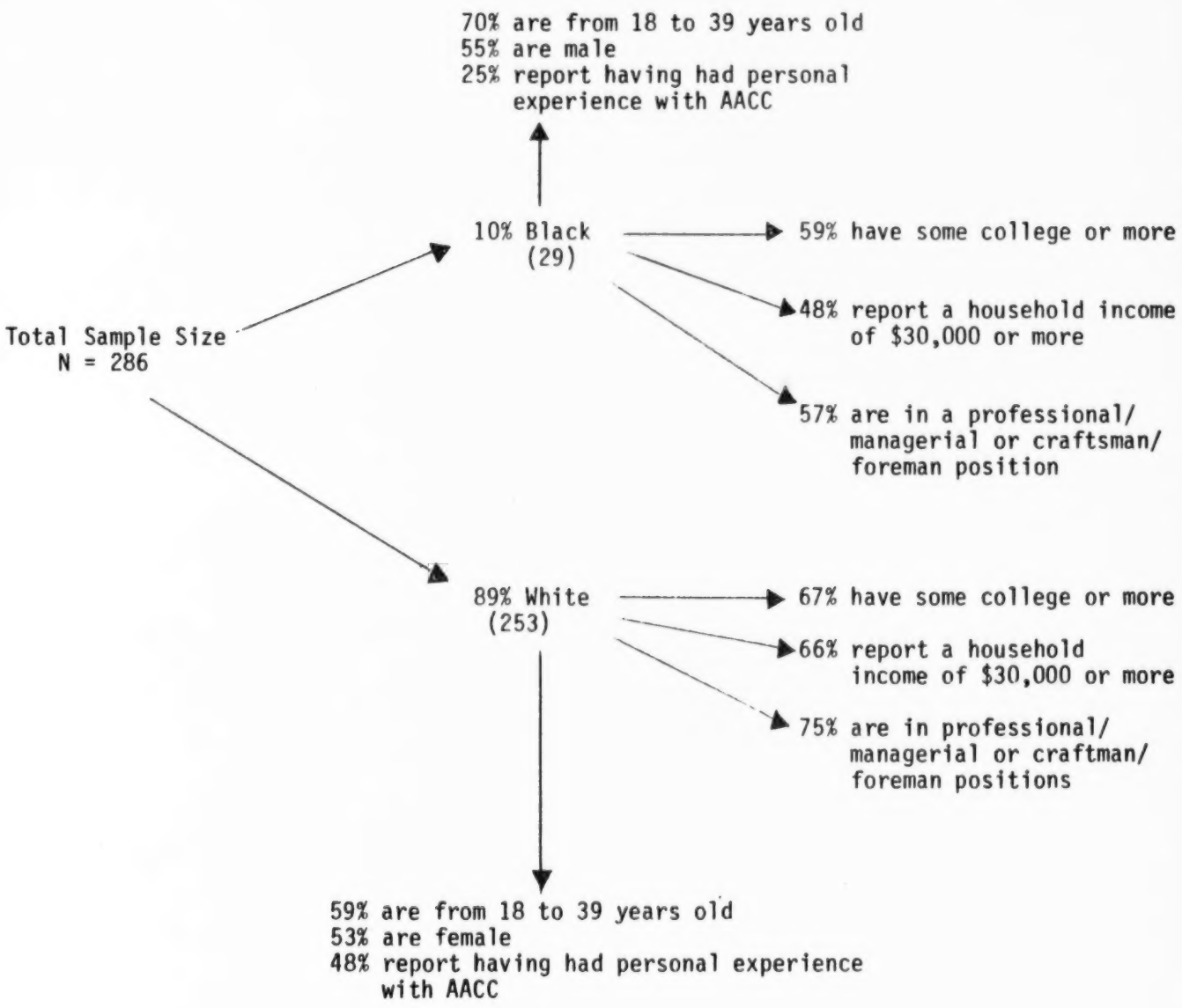
5.1.3

DEMOGRAPHIC FLOW CHART, BY GENDER


62% are from 18 to 39 years old
88% are white
49% report having had personal experience with AACC
71% have some college or more
48% Male (136)
70% report a household income of $30,000 or more
Total Sample Size N = 286
85% are in professional/ managerial or craftsman/ foreman positions
52% Female (150)
63% have some college or more
59% report a household income of $30,000 or more
63% are in professional/ managerial or craftsman/ foreman positions
59% are from 18 to 39 years old
91% are white
44% report having had personal experience with AACC

5.1.4

DEMOGRAPHIC FLOW CHART, BY RACE


70% are from 18 to 39 years old
55% are male
25% report having had personal experience with AACC
10% Black (29)
59% have some college or more
48% report a household income of $30,000 or more
57% are in a professional/ managerial or craftsman/ foreman position
Total Sample Size N = 286
89% White (253)
67% have some college or more
66% report a household income of $30,000 or more
75% are in professional/ managerial or craftman/ foreman positions
59% are from 18 to 39 years old
53% are female
48% report having had personal experience with AACC

OVERVIEW OF FINDINGS

I. Reputation Ranking

The first question on the survey asked respondents to rate the reputation of Anne Arundel Community College and several nearby colleges.

The College was given a consistently good reputation score in comparison with state universities, two other community colleges, and two proprietary schools. Using a four-point scale (4 = excellent, 3 = good, 2 = fair, and 1 = poor), Anne Arundel's average reputation score (across the whole sample) was second only to one state university (see table 5.1.5).

A review of various subgroup rankings of the College and nearby colleges finds the greatest number of differences occurs between black and white respondents (see table 5.1.6). While the black sub-sample is admittedly small, the marked difference in their rankings may point up the need for the College to further assess the educational goals and outlook of the County's minority populations.

5.1.5

AVERAGE REPUTATION SCORE FOR SELECTED COLLEGES

School	Average	S.D.	N
State University B	3.22	.59	216
Anne Arundel Community College	3.16	.63	265
State University A	3.13	.77	243
State University D	3.07	.57	210
State University C	3.06	.71	142
Community College A	2.85	.57	135
State University E	2.81	.64	146
Community College B	2.70	.59	93
Proprietary A	2.67	.76	57
Proprietary B	2.64	.81	77
State University F	2.58	.73	129

Question: "Now I am going to read you a list of colleges in our area. For each college I read to you, I'd like you to tell me whether the reputation of the college is excellent, good, fair, or poor. If you do not know a college, just say so."

5.1.6

AVERAGE REPUTATION SCORE FOR SELECTED COLLEGES, BY RACE

School	Average Score White/Black	Rank Order White/Black
State University B	3.22/3.18	1/5
Anne Arundel Community College	3.14/3.30	2/4
State University A	3.08/3.56*	3/1
State University C	3.02/3.47*	5/2
State University D	3.04/3.32	4/3
Community College A	2.86/2.70	6/10
State University E	2.79/3.00	7/6
Community College B	2.71/2.64	8/11
Proprietary A	2.63/3.00	9/6
Proprietary B	2.61/3.00	10/6
State University F	2.51/2.95*	11/9

*$P < .05$

II. Recognition Ratings

Anne Arundel Community College was the school most likely to have been recognized by respondents, followed by the state universities, and then the other community colleges and proprietary schools. [see table 5.1.7]

Table 5.1.8 provides a comparison of the the rank-order reputation scores for the schools on the survey list and the rank-order recognition level of those schools. The Spearman rank-order correlation coefficient between the two lists is .77, on a scale from +1.0 (perfect agreement between the rankings) to -1.0 (perfect disagreement between rankings). This value of .77 is interpreted as a strong and positive association. In other words, the schools that were most highly recognized also were given higher reputation scores, and vice versa.

This interesting relationship points up a potential theoretical problem for interpretation. It can be questioned whether the reputation scores and subsequent Anne Arundel performance ratings from these respondents are based on a realistic appraisal of the institution's quality and performance, or just a product of the respondents exposure to, or knowledge of, a school's name (a matter of geographical proximity). However, regardless of the causal relationship, it is to the College's advantage to be recognized so positively in the County.

5.1.7

RECOGNITION OF SELECTED COLLEGES

School	Don't Recognize	Not Sure	No Response	N
Proprietary A	52.8% (151)	24.8% (71)	2.4%(7)	286
Proprietary B	46.2 (132)	25.2 (72)	1.7 (5)	286
Community College B	38.8 (111)	27.3 (78)	1.4 (4)	286
State University C	31.1 (89)	16.4 (47)	2.8 (8)	286
Community College A	30.1 (86)	22.0 (63)	.7 (2)	286
State University F	29.7 (85)	22.7 (65)	2.4 (7)	286
State University E	27.6 (79)	19.9 (57)	1.4 (4)	286
State University D	15.7 (45)	9.8 (28)	1.0 (3)	286
State University B	12.2 (35)	10.5 (30)	1.7 (5)	286
State University A	6.3 (18)	8.0 (23)	.7 (2)	286
Anne Arundel Community College	3.1 (9)	3.8 (11)	.3 (1)	286

Question: "Now I am going to read you a list of colleges in our area. For each college I read to you, I'd like you to tell me whether the reputation of the college is excellent, good, fair, or poor. If you do not know a college, just say so."

5.1.8

RANK-ORDER SCALES FOR SELECTED COLLEGES
REPUTATION SCORES VS. RECOGNITION LEVELS

School	Reputation	Recognition
State University B	1	3
Anne Arundel Community College	2	1
State University A	3	2
State University C	5	8
State University D	4	4
Community College A	6	7
State University E	7	5
Community College B	8	9
Proprietary A	9	11
Proprietary B	10	10
State University F	11	6

r_s = .77*

*P<.05

III. Factors in Deciding on or Selecting a College

Fifteen factors often considered when deciding to attend a college were rated with regard to the respondents' perceived level of importance. A ten-point rating scale (10 = highest, 1 = lowest) was given to respondents. [see tables 5.1.9 and 5.1.10].
The five factors with the highest averages were:

1.) Well qualified professors (9.41)
2.) Highest academic standards (9.08)
3.) Opportunities/courses to enhance job (8.75)
4.) Offers classes at a variety of times (8.70)
5.) Has an image of academic excellence (8.58)

The five factors with the lowest average ratings were:

11.) Has a good record for securing job placements for its graduates (7.70)
12.) Has access to public transportation (6.28)
13.) Has the lowest tuition (5.78)
14.) Admits only the best students (5.74)
15.) Has day care for children (5.00)

An exploratory factor analysis was performed to investigate any underlying factors or clustered relationships between the 15 items. This analysis seemed to suggest that the 15 items conceptually form two theoretical factors. The first of these appeared to be an attractiveness dimension which included such items as low tuition, highest academic standards, image of academic excellence, job enhancement, well qualified professors, scholarship assistance, a good record in job placement, and a good record in preparing a student for a potential transfer to a 4-year college.

The second factor seemed to be a practical convenience dimension that entailed those items such as: good or general reputation, convenient to my home, classes scheduled at a variety of times, access to public transportation, and consideration of student concerns.

5.1.9

AVERAGE RATING FOR FACTORS IN DECIDING TO ATTEND A COLLEGE OR EDUCATIONAL PROGRAM

	Average	S.D.	N
Has professors who are well qualified	9.41	1.08	282
Has the highest academic standards	9.08	1.32	282
Has the opportunities/courses which will enhance my job	8.75	1.79	282
Offers classes at a variety of times to meet my schedule	8.70	1.82	283
Has an image of academic excellence	8.58	1.82	281
Has a good record for preparing its students for a 4-year college or graduate school	8.49	1.83	280
Has a good general reputation	8.42	1.66	283
Has consideration for student concerns	8.15	2.02	282
Is convenient to reach from my home	7.94	2.07	283
Offers scholarship assistance to students who might need it	7.85	2.26	281
Has a good record for securing job placements for its graduates	7.70	2.32	282
Has access to public transportation	6.28	2.96	282
Has the lowest tuition	5.78	2.41	280
Admits only the best students	5.74	2.44	280
Has day care for children	5.00	3.41	276

Question: "Now I'd like to read to you factors that are involved in deciding whether to attend a college or educational program. For each of the factors I'm going to read to you, please evaluate, on a scale from 1 to 10, its importance to you in selecting a college or educational program to attend. A value of 10 would be very important, and a value of 1 would not be important at all."

5.1.10

FACTORS IN DECIDING TO ATTEND COLLEGE OR AN EDUCATIONAL PROGRAM

	High (8-10)	Medium (4-7)	Low (1-3)	N	No Response
Has professors who are well qualified	94.3%(266)	5.3%(15)	.4%(1)	282	1.4%(4)
Has the highest academic standards	90.1 (254)	9.9 (28)	0 (0)	282	1.4 (4)
Has the opportunities/ courses which will enhance my job	83.0 (234)	14.9 (42)	2.1 (6)	282	1.4 (4)
Offers classes at a variety of times to meet my schedule	80.6 (228)	17.3 (49)	2.1 (6)	283	1.0 (3)
Has an image of academic excellence	79.7 (224)	18.9 (53)	1.4 (4)	281	1.7 (5)
Has a good record for preparing its students for a four year college or graduate school	77.5 (217)	20.0 (56)	2.5 (7)	280	2.1 (6)
Has a good general reputation	76.3 (216)	23.0 (65)	.7 (2)	283	1.1 (3)
Has a consideration for student concerns	69.9 (197)	28.0 (79)	2.1 (6)	282	1.4 (4)
Offers scholarship assistance to students who might need it	64.8 (182)	31.0 (87)	4.3 (12)	281	1.7 (5)
Has a good record for securing job placements for its graduates	64.5 (182)	29.8 (84)	5.7 (16)	282	1.4 (4)
Is convenient to reach from my home	64.3 (182)	32.5 (92)	3.2 (9)	283	1.0 (3)
Has access to public transportation	40.1 (113)	40.1(113)	19.9 (56)	282	1.4 (4)
Has day care for children	31.2 (86)	28.3 (78)	40.6 (112)	276	3.5 (10)
Has lowest tuition	25.7 (72)	59.3(166)	15.0 (42)	280	2.1 (6)
Admits only the best students	25.7 (72)	55.7(156)	18.6 (52)	280	2.1 (6)

Question: "Now I'd like to read to you factors that are involved in deciding whether to attend a college or educational program. For each of the factors I'm going to read to you, please evaluate, on a scale from 1 to 10, its importance to you in selecting a college or educational program to attend. A value of 10 would be very important, and a value of 1 would not be important at all."

IV. Rating Anne Arundel Community College on 15 Decision Factors

After providing importance ratings, respondents were then asked to evaluate the College on the same 10-point scale for the same 15 items. The five highest factors for Anne Arundel from the sample were:

1.) Classes offered at a variety of times (8.48)
2.) Convenient to reach from my home (8.33)
3.) Well qualified professors (8.31)
4.) Has a good general reputation (8.30)
5.) Opportunities/classes to enhance jobs (8.09)

The five lowest:

11.) Has good record for securing job placements (7.24)
12.) Lowest tuition (7.16)
13.) Access to public transportation (7.01)
14.) Has day care for children (5.92)
15.) Admits only the best students (5.37)

(tables 5.1.11 and 5.1.12)

In summary, the sample respondents felt that the College was perceived as a quality academic institution, while also meeting the practical concerns of flexible class hours, convenience of location, and providing opportunities and/or courses which would enhance their jobs or job possibilities. All in all, a favorable review.

An analysis of various subgroups (statistically significant differences) revealed that:

- Blacks rated day care for children, admits only best students, and access to transportation higher than whites.

- Females rated good general reputation, day care for children, opportunities/courses which will enhance jobs, classes offered at a variety of times, access to public transportation, good record securing job placement, and consideration of student concerns higher than males.

- Those reporting having had no personal experience with the College rated highest academic standards and good record securing job placement higher than those reporting having had personal experience with the College. Those with personal experience rated convenient to home higher.

- Those with less than or equal to a high school education rated high academic standards, an image of academic excellence, opportunities/courses to

enhance jobs, good general reputation, professors well qualified, admits only best students, scholarship assistance, good record securing job placement, good record preparing transfer students, and consideration of student concerns higher than those with more formal education.

- Those making less than $40,000 rated scholarship assistance higher than those making greater than $40,000.

- There were no significant differences between age categories.

Another method of considering the subgroup perceptions of the College is to look at the magnitude of the ratings irrespective of statistical significance. The following groups rated the College higher on a majority of the 15 items:

- blacks rated the College higher on 15 of 15 items.
- females on 14 of 15 items.
- those 40 years old or older on 10 of the 15 items.
- those reporting an income < $40,000 on 13 of the 15 items.
- those with $\leq$ a high school education on 15 of 15 items.
- those having had no personal experience with the College on 9 of the 15 items.

Thus, those specific groups whose college ratings were higher, on average, were those with lower socioeconomic status. A possible interpretation of these subgroup results is that Anne Arundel is doing well in meeting the particular needs and expectations of these constituencies; blacks, females, etc. rate the College higher on these items.

Of particular note is the difference between those having had no personal experience with Anne Arundel and those who reported having had some personal experience. The no experience respondents rated the College higher on 9 of the 15 items. The six ratings that were the same or below were these items: lowest tuition, convenient to my home, classes meeting at a variety of times, access to public transportation, opportunities/classes to enhance jobs, and good record preparing transfer students. All six of these items may deal with the potential lack of knowledge these respondents had relative to these items, not the college's poor performance. Hence, those with no personal experience of the College perceive it to be a quality institution with a good reputation - another indication that the college is perceived quite positively in the County.

Most importantly, these finer breakdowns and results serve as verification that the college's surrounding community is composed of a heterogeneous population, with diverse and/or different needs and expectations. Pluralism presents both opportunities and difficulties for a community college's mission and planning initiatives.

5.1.11

AVERAGE RATING FOR FACTORS ATTRIBUTED TO
ANNE ARUNDEL COMMUNITY COLLEGE

	Average	S.D.	N
Offers classes at a variety of times to meet my schedule	8.48	1.70	245
Is convenient to reach from my home	8.33	2.20	267
Has professors who are well qualified	8.31	1.59	215
Has a good general reputation	8.30	1.64	266
Has the opportunities/courses which will enhance my job	8.09	2.11	247
Has a good record for preparing its students for a 4-year college or graduate school	8.03	1.69	226
Has consideration for student concerns	7.91	1.85	218
Offers scholarship assistance to students who might need it	7.62	2.03	181
Has an image of academic excellence	7.59	1.74	242
Has the highest academic standards	7.47	1.72	223
Has a good record for securing job placements for its graduates	7.24	2.15	169
Has the lowest tuition	7.16	2.04	191
Has access to public transportation	7.01	2.71	204
Has day care for children	5.92	3.24	141
Admits only the best students	5.37	2.28	217

Question: "Now I'd like you to think about these factors again, this time with regard to Anne Arundel Community College. Regardless of whether you have ever attended Anne Arundel Community College, I'd like you to think about what you know or feel about the school and tell me where you would rate Anne Arundel on a scale from 1 to 10 with 10 as excellent and 1 as poor on each of these factors."

5.1.12

RESPONDENT'S KNOWLEDGE OR FEELINGS ABOUT FACTORS
WITH REGARD TO ANNE ARUNDEL COMMUNITY COLLEGE

	High (8-10)	Medium (4-7)	Low (1-3)	N	No Response
Offers classes at a variety of times to meet my schedule	79.2%(194)	18.8%(46)	2.0%(5)	245	14.3 (41)
Has a good general reputation	75.9 (202)	23.3 (62)	.8 (2)	266	7.0 (20)
Is convenient to reach from my home	75.7 (202)	18.7 (50)	5.6 (15)	267	6.6 (19)
Has professors who are well qualified	72.1 (155)	27.4 (59)	.5 (1)	215	24.8 (71)
Has the opportunities/courses which will enhance my job	70.9 (175)	25.1 (62)	4.0 (10)	247	13.6 (39)
Has a good record for preparing its students for a four year college or graduate school	68.1 (154)	30.1 (68)	1.8 (4)	226	21.0 (60)
Has consideration for student concerns	64.7 (141)	33.5 (73)	1.9 (4)	218	23.8 (68)
Has an image of academic excellence	54.5 (132)	44.2 (107)	1.2 (3)	242	15.4 (44)
Offers scholarship assistance to students who might need it	53.6 (97)	44.2 (80)	2.3 (4)	181	36.7 (105)
Has the highest academic standards	53.4 (119)	45.3 (101)	1.3 (3)	223	22.0 (63)
Has access to public transportation	52.0 (106)	35.3 (72)	12.7 (26)	204	28.7 (82)
Has a good record for securing job placements for its graduates	50.9 (86)	42.6 (72)	6.5 (11)	169	40.9 (117)
Has the lowest tuition	48.7 (93)	49.2 (94)	2.0 (4)	191	33.2 (95)
Has day care for children	38.3 (54)	36.9 (52)	24.8 (35)	141	50.7 (145)
Admits only the best students	18.0 (39)	63.1 (137)	18.9 (41)	217	24.1 (69)

Question: "Now I'd like you to think about these factors again, this time with regard to Anne Arundel Community College. Regardless of whether you have ever attended Anne Arundel Community College, I'd like you to think about what you know or feel about the school and tell me where you would rate Anne Arundel on a scale from 1 to 10 with 10 as excellent and 1 as poor on each of these factors."

V. Comparative Assessments: Anne Arundel Community College Ratings and the Selection Factors

An initial attempt to compare ratings on the items that might be important in a decision to attend college and ratings of Anne Arundel Community College was amended after considerable discussion of the theoretical comparability of the two questions. The two questions were not asked in a parallel manner, but more importantly, there is a problem comparing a community college with a theoretical ideal, which for the majority of individuals, would probably describe a four year college/university.

In addition, there were no filter questions to assess whether or not Anne Arundel Community College, and all community colleges, are perceived as having different functions and roles than universities. Perhaps a comparison between Anne Arundel and other community colleges, on a "tighter" list of factors, acknowledged as germane to community college functioning, would have been more appropriate.

In lieu of the original comparison, it is still possible to consider subgroup means to assess statistically significant differences and to compare the number of subgroup differences in the selection - importance ratings with Anne Arundel ratings. In general, there were more significant differences between demographic categories when rating the importance of the 15 selection factors than there were when those respondents rated the College. This seems to point up the fundamental difference between the two ratings sets. The first set are subjective ideals while the second is perceived importance relative to Anne Arundel. It would make sense that there would be a greater divergence between subgroups in evaluating an ideal than in evaluating a more concrete reality such as the College.

VI. Educational/Training Needs

Over one-half of the respondents (52.4%) indicated that education or training would be needed with the next 12 months. A little more than one-third (34.3%) indicated that family members would require training in the same time period.

Respondents were then asked what type of education or training they would be requiring. Each respondent was also asked what types of education other members of the family would need. What follows are results based on all persons who were reported to need education (respondents plus family members). The top five most frequently identified types of education or training which would be needed in the next year were:

1.) Business/Marketing (16.3%)
2.) Computer Skills (16.3%)
3.) A "Higher" Degree (10.5%)
4.) Job Related/Job Preparation (5.1%)
5.) General Education (4.7%)

The majority of all responses were related to specific academic coursework, followed in equal numbers by responses clearly identifiable as work-related or as vocational.

Of the 215 persons who were identified as "needing education", Anne Arundel Community College was selected as the choice where to actually receive that education or training:

1.) Anne Arundel Community College (58.6%)
2.) University of Maryland system (13.5%)
3.) Other Maryland universities (12.1%)
4.) Other Maryland community colleges (5.6%)

If the respondents stated that the College would not be their choice (N=127), they were then asked the reason why. The three leading reasons were:

1.) Anne Arundel doesn't have the appropriate courses (25.2%)
2.) Pursuing a "higher degree" than offered at the College (20.5%)
3.) Inconvenient location of Anne Arundel (8.7%)

These three reasons may well be out of the control of the college. The first two may relate just to the realistic limitations of the two-year community college while the third may be solely a subjective assessment.

Information Dissemination

The top five sources of information about education programs, identified as being very important (rating=4 the highest) were (N=286):

1.) Class Schedules in the mail (54.2%)
2.) Teachers or Guidance Counselors (51.7%)
3.) Family (48.3%)
4.) Word of mouth (45.1%)
5.) Brochures/pamphlets (40.9%)

In addition, cross-tabulations of the sources of information by age group indicated that younger respondents rated magazines, cable TV, and billboards as being more important while older age groups rated brochures/pamphlets, word of mouth, family, and friends as the more important sources.

When respondents were then asked which of the information sources was most persuasive the top five were (N=279):

1.) Brochures and pamphlets (28.0%)
2.) Word of mouth (22.9%)
3.) Class schedules sent home (14.3%)
4.) Family (13.6%)
5.) Teacher or Guidance Counselor (11.8%)

Of thirteen services provided by the College the following were those that respondents were least likely to be aware of (N=286):

1.) Courses taught at place of work (18.2% aware)
2.) Child care (27.3%)
3.) Special services for the handicapped (33.9%)
4.) Academic credit for knowledge and skills gained in life (45.8%)
5.) Courses on TV (46.2%)

These services may be ones in need of greater publicity or recognition in recruiting the non-traditional student.

Experience with the College

Over two-fifths of the respondents reported having had personal experience with Anne Arundel Community College (45.1%). The top five most frequent "experiences" were:

1.) Credit courses (37.1%)
2.) Non-credit courses, seminars (11.3%)
3.) Friends or family attending (7.5%)
4.) Plan to take courses (5.0%)
5.) Night courses (5.0%)

Of those stating where they experienced the College 73.1% cited the Arnold main campus. The majority of respondents were last enrolled in a spring/summer session within the last two years.

Finally, the top five most frequent suggestions with which to improve the college were

1.) more advertising and mail outs (12.6%)
2.) more variety/more frequent courses in neighborhoods (9.1%)
3.) keep improving the "good" things about the college (5.6%)
4.) more specialized, technical courses (5.6%)
5.) more, better bus service (4.9%)

APPENDIX A

INTERVIEWER: RECORD PHONE NUMBER HERE [ ] [ ] [ ]-[ ] [ ]-[ ] [ ]
*Spoken to respondent: (4-6)

*"Hello, my name is _____, and I'm calling from the Center for the Study of Local Issues. On behalf of the Center, I would like your answers to some questions regarding the educational needs of Anne Arundel County residents. I'm not trying to sell you anything. Feel free to ask questions at any time, okay?"

[If you are asked the purpose of the study....]
"The survey examines attitudes about the educational needs of the residents of Anne Arundel County."

[If you are asked about the sponsor of the study...]
"The survey is being done by Anne Arundel Community College."

[If you are asked how their name was selected for interviewing..]
"By a random method based on a list of county telephone numbers."

*Now say: "First, I need to know...do you live in Anne Arundel County?
[YES]
: [NO]------> "I'm sorry, I can only interview people who
: live in Anne Arundel County. Thank you for
: your time." (terminate interview: dial another
v random number in this exchange)

*Now say:
"Because this is a scientific sample, we must select a certain member of the family to interview. I need to interview (ask for the person circled below):

[1 A man] [2 The youngest man] [3 The oldest man]
<-------(7)
[4 A woman] [5 The youngest woman] [6 The oldest woman]

who is 18 years of age or older presently living in this household. May I please speak with (her/him)?"

If this is the correct person go directly to question #1--------->

If person who answers must get the correct respondent.....

When respondent you requested comes on the phone, say...
"Hello, my name is_____, and I'm calling from the Center for the Study of Local Issues. I would like your answers to some questions regarding the educational needs of Anne Arundel County residents. It will only take about 10 to 15 minutes. (Go directly to question #1---->

IF "Person is not available",say..."May I call back later?"

If "Yes", ask, "When may I call back?" [Indicate response here:]
Date_____Time_____am/pm
Then say, "Thank you for your assistance."

If "No", say, "Thank you for your assistance." (Terminate interview)

*Now say...

1. "Now I am going to read you a list of colleges in our area. For each college I read to you, I'd like you to tell me whether the reputation of the college or school is excellent, good, fair, or poor. If you do not know a college, just say so. Let's begin....[Interviewer: repeat choices for Excellent, Good, Fair, or Poor for each name below--DO NOT READ Don't Recognize, Not Sure or No Response. Record responses below.]

	Excellent	Good	Fair	Poor	Don't Recog	Not Sure	No Response	
a. University of Maryland Baltimore County -UMBC	4	3	2	1	7	8	9	(8)
b. Catonsville Community College	4	3	2	1	7	8	9	(9)
c. Anne Arundel Community College	4	3	2	1	7	8	9	(10)
d. University of Maryland College Park	4	3	2	1	7	8	9	(11)
e. Prince George's Community College	4	3	2	1	7	8	9	(12)
f. Fleet Business School	4	3	2	1	7	8	9	(13)
g. Medix	4	3	2	1	7	8	9	(14)
h. Towson State University	4	3	2	1	7	8	9	(15)
i. Salisbury State University	4	3	2	1	7	8	9	(16)
j. Bowie State University	4	3	2	1	7	8	9	(17)
k. University of Maryland University College	4	3	2	1	7	8	9	(18)

2. Now I'd like to read to you factors that are involved in deciding whether to attend a college or educational program. For each of the factors I'm going to read to you, please evaluate, on a scale from 1 to 10, its importance to you in selecting a college or educational program to attend. A value of 10 would be very important, and a value of 1 would not be important at all. [Interviewer: use a zero (0) in front of the number when filling in the blanks (05, 09, etc.) and use a 99 if the person you are interviewing really is unable to give any response.]

Ready? On a scale from 1 to 10, how important is it that a college or educational program.....

(19-20) a. [ ] [ ] Has a good general reputation.

(21-22) b. [ ] [ ] Has the lowest tuition.

(23-24) c. [ ] [ ] Has the highest academic standards.

(25-26) d. [ ] [ ] Has an image of academic excellence.

(Interviewer say: "Remember, rate these from 1 to 10 on their importance to you.

(27-28) e. [ ] [ ] Has day care for children.

(29-30) f. [ ] [ ] Has the opportunities/courses which will enhance my job.

(31-32) g. [ ] [ ] Is convenient to reach from my home.

(33-34) h. [ ] [ ] Offers classes at a variety of times to meet my schedule.

(35-36) i. [ ] [ ] Has professors who are well qualified.

(37-38) j. [ ] [ ] Admits only the best students.

(39-40) k. [ ] [ ] Offers scholarship assistance to students who might need it.

(Interviewer say: "Remember, rate these from 1 to 10 on their importance to you.

(41-42) l. [ ] [ ] Has a good record for securing job placements for its graduates.

(43-44) m. [ ] [ ] Has a good record for preparing its students for a 4 year college or graduate school.

(45-46) n. [ ] [ ] Has access to public transportation.

(47-48) o. [ ] [ ] Has consideration for student concerns.

4. Within the next 12 months, do you think you might need any education or training for any reason?

(34) 1 Yes 2 NO----> go to question 5 on next page--->

4a. What type of education or training do you think you might need?

---------- (35-36)

---------- (37-38)

---------- (39-40)

4b. Where do you think you will go to get this education or training?

Interviewer: Do not read the list, Circle the correct response or write the response in "other" if response is not in the list.

----- 01 Anne Arundel Community College
02 Bowie State College
03 Catonsville Community College
04 Prince Georges Community College
05 Salisbury State College
06 Towson State University
07 UMBC (University of Maryland Baltimore County)
08 UMCP (University of Maryland College Park)
09 University of Maryland - University College
Other_____
Other_____
Other_____

(41-42: 43-44)

--> If NOT AACC say...

4c. Why won't you be choosing Anne Arundel Community College for this education or training?

Interviewer: Do not read the list, Circle the correct response or write the response in "other" if response is not in the list.

(45) ___Lack of time
(46) ___Inconvenient hours
(47) ___Inconvenient location
(48) ___Didn't think about AACC
(49) ___AACC doesn't have the appropriate courses
(50) ___Reputation
(51) ___Pursuing higher degree
(52) ___Other
(53-54; 55-56)

IF APPROPRIATE, FAMILY MEMBER #2...

6. What type of education or training do you think they might need?

_____(26-27)

_____(28-29)

_____(30-31)

6a. Where do you think he/she will go to get this education or training?

Interviewer: Do not read the list, Circle the correct response or write the response in "other" if response is not in the list.

----- 01 Anne Arundel Community College
: 02 Bowie State College
: 03 Catonsville Community College
: 04 Prince Georges Community College
: 05 Salisbury State College
: 06 Towson State University
: 07 UMBC (University of Maryland Baltimore County)
: 08 UMCP (University of Maryland College Park)
: 09 University of Maryland - University College
: Other_____
: Other_____
: Other_____
: (32-33)
: (34-35)
--> If NOT AACC say...

6b. Why won't he/she be choosing Anne Arundel Community College for this education or training?

Interviewer: Do not read the list, Circle the correct response or write the response in "other" if response is not in the list.

(36) ___Lack of time
(37) ___Inconvenient hours
(38) ___Inconvenient location
(39) ___Didn't think about AACC
(40) ___AACC doesn't have the appropriate courses
(41) ___Reputation
(42) ___Pursuing higher degree
(43) ___Other
(44-45; 46-47)

9. As you may or may not have guessed, the sponsor of this research is Anne Arundel Community College. The College is conducting this research to better serve the needs of residents of the community. I'm going to read you a list of some of the services and programs offered at Anne Arundel, and I'd like you to tell me whether you are aware that these offerings are available through Anne Arundel Community College. Just answer "yes" or "no." Are you aware that Anne Arundel offers.....

	YES	NO	NOT SURE/ NO ANSWER	
a. Courses at night?	1	2	9	(4)
b. Courses on the weekend?	1	2	9	(5)
c. College services available nights or on weekends?	1	2	9	(6)
d. Courses taught at your place of work?	1	2	9	(7)
e. College courses offered in a shorter time span?	1	2	9	(8)
f. Child care?	1	2	9	(9)
g. Courses on your television at home?	1	2	9	(10)
h. Courses taught at convenient locations?	1	2	9	(11)
i. Educational and career counseling?	1	2	9	(12)
j. Courses where you can brush up on skills?	1	2	9	(13)
k. Academic credit for knowledge and skills you have gained in life?	1	2	9	(14)
l. Live plays and performances?	1	2	9	(15)
m. Special services such as tutoring for handicapped and learning disabled persons?	1	2	9	(16)

.2. I am going to read some categories of age classifications. Please stop me when I reach the category in which your age falls.

(36)
1 0 to 17
2 18 to 21
3 22 to 29
4 30 to 39
5 40 to 49
6 50 to 59
7 60 or more
9 no response

3. I am going to read some categories relating to education. Please top me when I reach the category in which your formal education falls.

(37)
1 eight years or less of school
2 some high school
3 completed high school
4 some college or a two-year degree
5 completed college with a bachelor's degree
6 post graduate work
9 no response

4. I am going to read some categories relating to occupation. Let me ead all of them, and then please tell me which best describes the ccupation of the head of your household.

(38)
1 Professional or managerial
2 Clerical
3 Craftsman or foreman
4 Laborer or service worker
5 Farm worker
6 Homemaker
7 Student
8 Unemployed
9 Retired
0 No response

5. I am going to read some categories relating to income. Please stop e when I reachd the category in which your household income falls.

(39)
1 Less than $10,000
2 $10,000 to $20,000
3 $20,000 to $30,000
4 $30,000 to $40,000
5 $40,000 to $50,000
6 $50,000 to $60,000
7 $60,000 to $70,000
8 $70,000 or more
9 no response

NOW SAY
"Thank you for helping your community college better serve you. In appreciation for your help, may I send you a packet of information reviewing AACC's many services?

No ----------> O.K. Thank you and have a good evening.

(47)
Yes ----------> May I have your name and address please?

Name_____

Address_____

_____MD_____
City Zip

We'll put this in the mail tomorrow. Thank you and good evening.

Date of interview _____ /_____/
month day

(48-51)

Time completed interview _____ / _____ a.m. p.m.
(circle one)
(52-55) (56)

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